

Rejuvenation



Job Description: Social Media Designer / Administrator
Department: Marketing
Reports to: Marketing Department Manager

Core Duties and Responsibilities

- 1.) Coordinate, create, and place material for the company's Social Media.
- 2.) Design content for the Facebook page, Twitter, Pinterest, Instagram, etc. Regularly communicate with Marketing and Sales Department personnel about content development, topics, and opportunities.
- 3.) Manage updates to Keyword and search engine optimization (SEO). Manage regular electronic media consumer and industry communication.
- 4.) Remain up to date on industry standards i.e, design technique, styles, software, and Eden food criteria, specifications, and methodologies.
- 5.) Provide marketing support for the company, our Marketing Dept., and our customers as is appropriate.
- 6.) Meet deadlines with appropriate room to spare. Under promise and over deliver. Always make your boss look good.
- 7.) Interface Marketing and Sales Dept. efforts for synergistic results.

Duties and Responsibilities

- A. Carry out assignments as required to accomplish goals of the Marketing Department as assigned by the Marketing Manager and the Media Manager.
- B. Design and build Eden Social Media presence to keep pace with the ever changing online environment.
- C. Maintain and monitor iPad and iPhone projects/mobile applications.
- D. Design social media and web graphics. Support files for Eden social media, web sites and online advertising, including graphics, video, text.
- E. Project manage the monthly consumer Edenews highlighting product with special promotion on ecommerce via edenfoods.com.
- F. Update content on facebook.com/edenfoods, Instagram/edenfoods, Twitter.com/edenfoods, Pinterest/edenfoods.com and other web presences.
- G. Monitor product images on vendor websites.
- H. Assist in maintaining a library of search terms (keywords) and related analysis for search engine optimization and targeted pay-per-click advertising.
- I. Optimize web content to improve performance in organic search results.
- J. Maintain online directories, manage email lists, and social media management.
- K. Review Eden web sites to identify enhancement opportunities and errors.
- L. Maintain an attitude that reflects concern, commitment, and cooperation.

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Job Requirements

Considerable creative design capability and marketing experience.

A high level of writing skills in the English language.

Reasonable abilities in mathematics.

Five years working experience in the marketing field.

Being a self starter with the ability to organize, monitor, and help manage multiple projects.

Proficiency in the use of software programs such as: Microsoft Office, Adobe Creative Suite, Flash, Fireworks, Photoshop, Illustrator, InDesign, Acrobat, FileMaker Pro, HTML, CCS, and an ability to learn Eden software.

This job description is not intended to be all-inclusive or a complete explanation. Employees will also perform other duties as assigned by immediate supervisor and management as required. Eden reserves the right to modify job duties and responsibilities as needed. This job description does not constitute a written or implied contract of employment.

MP 12/13/16
KD 12/13/16